



FOR IMMEDIATE RELEASE

You Ain't SCENE Nothing Yet! Introducing SCENE Gold

SCENE Piloting New Program Upgrade in Edmonton That Offers Exclusive Perks and More Points

TORONTO, ON, October 30, 2018 – Movie nights are about to get an upgrade as SCENE today announced the pilot of a new premium **SCENE Gold** loyalty card that offers bigger and better rewards for entertainment lovers. Beginning today, SCENE users in Edmonton, Alberta, can upgrade their membership to turn movie-going into the ultimate entertainment experience, with dedicated concession line-ups, premium upgrades and even MORE points. Participating locations include Cineplex's six theatres across the city – including the newly renovated *Cineplex Cinemas North Edmonton and VIP* – as well as The Rec Room in South Edmonton and West Edmonton Mall.

“The SCENE loyalty program is all about rewarding entertainment-lovers for the fun, social and engaging experiences they have with family and friends. Our members have enjoyed its exclusive perks for over ten years,” said Matthew Seagrim, Managing Director, SCENE. “The launch of our new SCENE Gold loyalty pilot is one of the many ways we continue to test new models that offer bigger rewards and enhanced experiences to over nine million SCENE members across the country.”

Just like the SCENE loyalty program that Canadians know and love, SCENE Gold is an easy-to-earn, simple-to-redeem rewards program that enables members to experience bigger and better entertainment options with every purchase. As part of the pilot, SCENE Gold members will be able to:

- Earn 50% more points everywhere SCENE is accepted, including Cineplex theatres, the Cineplex Store and The Rec Room. Extra points mean members can earn a FREE movie admission with every three movie visits!
- See any movie for half the SCENE points every Wednesday
- Receive 100 complimentary SCENE points each month of their membership
- Skip the lines and receive priority service at a dedicated SCENE Gold concession line

- Indulge in FREE popcorn and drink upgrades where they'll get the next size up with each and every visit
- Upgrade a general admission ticket to an enhanced movie experience for FREE once a week, including RealD 3D, UltraAVX and IMAX
- Take part in members-only perks exclusive to SCENE Gold
- *Coming Soon*: Enjoy a FREE appetizer at five great restaurant brands every Wednesday, including East Side Mario's, Milestones, Montana's, Swiss Chalet and Fionn MacCool's

The SCENE Gold card pilot is now available for new and existing SCENE members in Edmonton, Alberta, for a monthly fee of \$6.99. Members receive 100 SCENE points upon upgrade and an additional 100 SCENE points for each new month of their membership. As always, members can earn SCENE points on all their everyday purchases and five times the points at Cineplex when they use their SCENE Scotiabank payment card. For more information and terms and conditions, members can visit [SCENE.ca/Gold](https://scene.ca/Gold).

-30-

About SCENE

SCENE®, the entertainment rewards program launched by Scotiabank and Cineplex in 2007, has more than 9 million members across Canada. SCENE enables members to earn and redeem points for movies, movie downloads and rentals, as well as concessions. Members can earn and redeem points for a night out at The Rec Room and over 800 Recipe Unlimited Corporation (formerly Cara Operations Limited) restaurants across the country. Members can accelerate their earning power with the SCENE® ScotiaCard® debit card and SCENE® VISA card.

Media Relations Contact:

Sarah Van Lange

Director, Communications

Sarah.VanLange@scene.ca, 647-287-9582